

Blackwell Continues Support For Growing Number Of University Students



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Blackwell, the leading academic bookseller in the UK, has reinforced its focus on assisting the student market following a successful 2008-09 academic year and expects a good 2010 following a rise of nearly 6% in the number of students starting university in Autumn 2009.

The number of students accepted onto medicine, journalism, law, philosophy, chemistry and engineering degrees has risen since last year which supports the key subject areas and resources where Blackwell has already seen substantial growth. The increase in business has been seen both in store and online with ranges such as Oxford Paperback Reference, comprising of [medical books](#), chemistry books and [law books](#), all showing a rise in demand.

Blackwell prides itself on building good relationships with lecturers to ensure the company stocks the books that appear on university reading lists. During the back to university period Blackwell set up temporary shops on a number of university campuses and worked in partnership with lecturers to fulfill student's textbook requirements.

To further assist students, Blackwell introduced the new Blackwell Reward card which allows students to earn points and save pounds. Students can accrue 1 point for every £1 spent at Blackwell's. Once they receive 100 points £5 will be added to their cards. On top of this, Blackwell introduced a second-hand scheme where students can make a saving of up to 40% off the retail value of the book when buying second-hand text books.

The Blackwell web site also provides access to over 6 million books which can be delivered direct to student's halls of residence or can be reserved online and collected in store from one of the Blackwell campus books shops.

Blackwell has also supported students by offering price promotions on both academic and general books, including [Christmas books](#).

About

Blackwell

Ltd:

Blackwell is the leading academic bookseller in the UK with 44 outlets across England, Scotland and Wales. It has built an international reputation for bookselling excellence with links to academic institutions and libraries around the globe and has continued to expand its UK base on High Streets and in university campuses up and down the country. Blackwell is also a leading supplier of academic books to Libraries across the world.

In 1995, blackwell.co.uk became the first transactional online bookstore in the UK. In 1998, Blackwell opened its central London flagship store in Charing Cross Road, the book-lovers' Mecca. Since this time, two flagship stores, Broad Street and Charing Cross Road, have both won Chain Bookseller of the Year at the Nibbies, the annual British Book Awards and also The Bookseller - Bookselling chain of the year and Retail chain of the year 2007.

Renowned specialist in medical books, law books, [business books](#) and science books, as well as offering book [gift cards](#), Blackwell has now been trading for over 130 years from its world-famous flagship store at Broad Street in Oxford. Its staff continues to be renowned for their expertise, depth of knowledge and love of books since the first Blackwell shop opened its doors.

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